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Abstract of the Disclosure

An advertisement is included in a program of a software product supported by an advertisement sponsor. A user purchases the software products at low cost or for free so that the user sees the advertisement of the sponsor during using the software product, instead of a software developer directly selling the software product to consumers. In the advertising method, a software program included in a recording medium where an advertisement of an advertisement sponsor is included in at least a part thereof is downloaded from the Internet for free or at low cost so that a user uses the software program while watching the advertisement. Also, an advertisement program is inserted in at least a part of a software program, and when a recording medium where the software program is stored is reproduced in a computer and a video/audio reproducing apparatus, the advertisement program inserted in at least a part of the software program is reproduced. The position of the advertisement is not limited and inserted in an arbitrary portion of the program to be reproduced, and in the case of a recording medium used in a computer, even when the operation of the program is completed on the Internet, a window including the advertisement can exist as another open window. an advertisement of a single advertisement sponsor can be included in a software product, advertisements of a plurality of advertisement sponsors can be included according to their portions of support, only an advertisement of a single advertisement sponsor or advertisements of a plurality of advertisement sponsors can be included according to their portions of support in a plurality of software products, financial portions of an advertisement support can be determined according to the number of distributed software products, and the financial portions of an advertisement support can be determined according to the number of downloads of the software products. Thus, the efficiency of advertisement can be improved in view of the advertisement sponsor and the user can use expensive programs for free or at low cost. Also, for a program developer, compensation for the development of the program may be made at an appropriate time so that he/she can devote himself/herself to development of improved programs.